

Message Text

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PAGE 01 HONG K 02918 201058Z

72

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 SP-02 AID-05 EB-07 NSC-05 CIEP-02

TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00 FRB-01

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 4240

UNCLAS HONG KONG 2918

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: FY '75 TRADE PROMOTION EVENT PROGRAM

REF: STATE 053238

1. SEVERE CUT-BACK IN TRADE PROMOTION EVENTS PER REFTEL MUST BE ALTERED IF US TRADE DEFICIT WITH HONG KONG IS TO BE RECTIFIED. WE KNOW OF NO EQUALLY EFFECTIVE AND DRAMATIC MEANS FOR ATTRACTING NEW-TO-MARKET EXPORTERS AND PRODUCTS AND FOR SELLING LOCAL AGENTS ON THEIR PRICE, QUALITY AND OTHER SALES ADVANTAGES. THE RECORD HERE IS REplete WITH HAPPY TRADE "MARRIAGES" FACILITATED BY OUR TRADE SHOWS. A GOOD SHOW PRODUCES LARGE NUMBERS OF VALUABLE CONTACTS IN A SHORT TIME, WHILE INDIVIDUAL BUSINESS CALLS, THOUGH ESSENTIAL, PRODUCE ONLY SINGLE CONTACTS WITH LARGE EXPENDITURES OF TIME.

2. THE MULTIPLIER EFFECTS OF TRADE EXHIBITS AND MISSIONS ARE ALSO SIGNIFICANTLY MANIFESTED IN BROADENING OUR RANGE OF BUSINESS CONTACTS WELL BEYOND THE PARTICULAR PRODUCT LINES EXHIBITED. SINCE INSTITUTING SUCH PROMOTIONAL EVENTS ON REGULAR BASIS IN HONG KONG, THERE HAS BEEN DRAMATIC INCREASE IN ANNUAL NUMBER OF TRADE OPPORTUNITIES SUBMITTED. SUCH NEW CONTACTS HAVE CONTRIBUTED DIRECTLY TO OUR EXPANDING TRADE OPPOR-
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PAGE 02 HONG K 02918 201058Z

TUNITIES AND EXPORTS. WE MUST NOT LOSE OUR SUCCESSFUL

MOMENTUM.

3. ACCORDINGLY, WE URGE THAT OUR PROGRAM BE RESTORED
TO THE MAXIMUM EXTENT POSSIBLE. IF FULL RESTORATION
NOT POSSIBLE, WE CONSIDER THE ORDER OF PRIORITY TO BE:

- A. BUILDING AND CONSTRUCTION SUPPLIES CATALOG SHOW
- B. GRAPHIC ARTS EQUIPMENT TRADE MISSION
- C. APPAREL MACHINERY TRADE MISSION
- D. ELECTRONIC PRODUCTION AND TEST EQUIPMENT
TYPE I EXHIBITION
- E. HOTEL/MOTEL RESTAURANT TRADE MISSION

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